WHAT IS CLAIMED IS:

1. A mounting device for mounting an electronic toll payment pass to the interior of a contoured windshield, said device comprising:

a flexible support substrate having a face surface and a back surface, said flexible support substrate being conformable to the interior of the contoured windshield;

a display image is disposed on said face surface of said flexible support substrate;

an adhesive coating on at least part of said face surface of said flexible support substrate, wherein said adhesive coating enables said face surface of said support substrate to be selectively attached directly to the contoured windshield of the vehicle as said flexible support substrate conforms to the contoured windshield;

at least one fastener coupled to said back surface of said flexible support substrate that enables the electronic toll payment pass to be

selectively mounted to said back surface of said flexible support substrate.

2. The device according to Claim 1, wherein said flexible support substrate is opaque and prevents the electronic toll payment pass from being viewed through the windshield.

3. The device according to Claim 1, wherein said display image is printed on said face surface of said flexible support substrate.

4. The device according to Claim 1, wherein said display image is adhered to said face surface of said flexible support structure.

5. The device according to Claim 1, wherein said flexible support substrate has walls that extend from said back surface, wherein the electronic toll payment pass is disposed between said walls when mounted to said back surface of said flexible support substrate.

6. The device according to Claim 51, wherein said flexible support substrate is made from a paperboard material.

7. The device according to Claim 6, wherein said face surface of said flexible support substrate is laminated.

8. The device according to Claim 1, wherein said at least one fastener includes at least one area of hook and loop fastening material.

9. A method of mounting an electronic toll payment pass to a contoured windshield of a vehicle, comprising the steps of:

providing a flexible support substrate having a face surface and a back surface;

adhesively attaching the face surface of the mounting structure to said contoured windshield of the vehicle, wherein said flexible support substrate conforms to said contoured windshield;

attaching the electronic toll payment pass to the back surface of said flexible support substrate, wherein said flexible support substrate is interposed between the contoured windshield and the electronic toll payment pass.

10. The method according to Claim 9, wherein said mounting structure has a display image on said face surface that is viewable through the contoured windshield.

11. The method according to Claim 10 wherein said flexible support substrate is paperboard.

12. The method according to Claim 11, further including the step of laminating said flexible support substrate.

13. The method according to Claim 9, wherein said step of adhesively attaching the face surface of the mounting structure to the windshield of the vehicle includes applying adhesive across all of said face

surface so that all of said face surface adheres to the contoured windshield.

14. The method according to Claim 9, wherein said step of attaching the face surface of the mounting structure to the contoured windshield of the vehicle includes placing double-sided tape between the contoured windshield and the face surface of the mounting structure.

15. The method according to Claim 9, wherein said step of attaching the electronic toll payment pass to the back surface of the mounting structure includes the substeps of:

providing areas of hook and loop material on both the back surface of the mounting structure and the electronic toll payment pass; and

connecting the electronic toll payment pass to the back surface of the mounting structure using the by interconnecting said areas of hook and loop material.